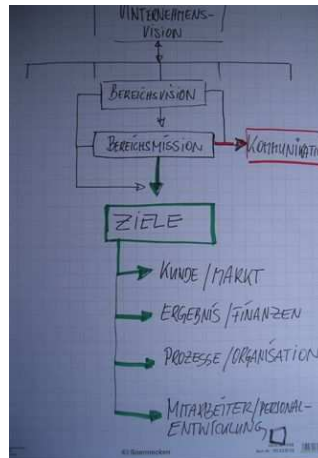


Closer to the customer

Sales Project of a casting group successfully completed

During a strategic workshop almost 2 years ago a group of about 30 leaders and specialists of the casting group realized that best-in-class relations to the customers are the key for future business development. A project was set up with two separate phases: Phase 1 to analyse our current market position and to suggest an improved market approach. Phase 2 to develop a sales force that is able to meet the ambitious targets defined in Phase 1. The project was officially kicked-off in late August.



Phase 1 started with a series of customer and self interviews to identify the position of the casting group in the market. It became quite obvious that the casting group own perception differs from the perception of our customers which are mainly OEMs. Moreover, strengths and weaknesses in comparison to the competitive landscape could be located. Recommendations were given to re-organize the entire sales force and to combine sales and engineering efforts much more efficiently.

It was up to Phase 2 to 'cast' these ideas into a vital and customer-oriented sales organisation. Supported by MFB Resultants five Customer Account Teams were set up bringing the casting group sales people, quality, design and process engineers together – all who have regular contacts to people in our customer organisations. A sequence of seven workshops was held with each of the Account teams driven by the model of change management. The early workshops were focused on understanding the need of change and on team building. Although most of the participants from four different locations knew each other before everybody realized quickly that it needs more than just coming together to form a real team.

The most important change was to understand problems and needs from the view of the customer rather than from the own view as supplier. Based on this new experience three workshops on sales professionalism concluded the sales project phase. Presentations, sales negotiations and other types of customer contacts were trained in the Account Teams - most of the trainings by concrete examples of forthcoming customer meetings.

Major improvements are visible yet. The casting group Sales Director is proud to have well-trained and highly-motivated Account Teams as the interface to the customers now. And a number of new orders received lately are the best evidence for the right direction of sales in the casting group.

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Kurzporträt

Die MFB Resultants GmbH ist spezialisiert auf das Managen von Veränderungsprozessen in Unternehmen unterschiedlichster Branchen und Größen. Das Ziel ist stets die Steigerung von Wettbewerbsfähigkeit, Ertragskraft und Unternehmenswert für die Auftraggeber. Das Besondere ist, dass MFB Resultants unmittelbar die Umsetzung der entwickelten Konzepte begleitet, so dass für das Ergebnis auch Verantwortung übernommen wird.

Die Wiesbadener Unternehmensberatung blickt auf eine 20-jährige Erfahrung im Markt zurück. Das Beraterteam besteht aus Spezialisten, die mit ihren Fachkenntnissen den kompletten Workflow eines Unternehmens abdecken. Der Leistungsumfang der Beratung reicht von der Strategieentwicklung bis zum Management-Coaching. Die Unterstützung in den einzelnen Projekten erfolgt entsprechend der Kundenerwartung durch Beratung, Interims-Management, Projektleitung, Training bis zum Coaching. Jeder Berater bringt Führungserfahrung in seinem jeweiligen Spezialgebiet mit. Um ein festes Kernteam herum werden je nach individueller Projektanforderung Experten hinzu gezogen, um die spezifischen Anforderungen des jeweiligen Projektes gezielt abzudecken.

Die Unternehmensberatung MFB Resultants GmbH realisierte bereits zahlreiche international ausgerichtete Projekte, die durch auslandserfahrene Manager betreut wurden, bevor man 2006 eine ausländische Tochter in Luxemburg gegründet hat.

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